Cultour Gastronomy

MANUAL FOR TRAINERS

CONTENTS

EXECUTIVE SUMMARY

Gastronomy is more than just food; it **embodies the culture, heritage, traditions, and sense of community of diverse peoples.** It **fosters understanding between cultures, bringing people and traditions closer together.** In this context, gastronomic tourism emerges as a **vital means of safeguarding cultural heritage** while simultaneously **creating opportunities**, especially in rural areas. By promoting traditional cuisines and local products, gastronomic tourism helps **stimulate local economies, creating jobs and boosting regional development.**

In recent years, **gastronomic tourism** has experienced rapid growth, becoming one of the most dynamic and innovative segments of the tourism industry. Its role in **diversifying tourism and supporting local and regional economies** is particularly valuable in rural regions, where proximity to food-producing areas provides a competitive edge for offering authentic culinary experiences. As highlighted by Taleb Rifai, former UNWTO Secretary-General, **food tourism provides local communities with income and employment opportunities**, such as roles for vineyard tour guides and local chefs, while also stimulating sectors like agriculture. Gastronomic tourism thus holds **great potential for helping communities overcome economic challenges.**

EXECUTIVE SUMMARY

The COVID-19 crisis has further underscored the vulnerability of human activity and the importance of rebalancing our relationship with nature. **Key EU strategies**, including the Biodiversity Strategy and the Farm to Fork Strategy, aim to **restore** this balance by **promoting sustainable food systems and preserving biodiversity.**

Within this evolving context, gastronomy is increasingly recognized as a **valuable cultural asset i**n regions across the EU. Supporting the development of **gastronomic tourism** is seen as essential for **boosting local economies and retaining young people in rural areas**. Zurab Pololikashvili, the UNWTO Secretary-General, emphasizes that gastronomic tourism can be a **powerful driver of job creation and social inclusion**, particularly for vulnerable groups such as women, youth, and indigenous communities.

EXECUTIVE SUMMARY

Based on this significant potential, the **CultourGastronomy project** was developed to **promote gastronomic tourism** as a **strategic axis for sustainable regional development**. Through innovative concepts, training methods, and diverse resources, the project will strengthen collaboration and create synergies among various stakeholders in the gastronomic tourism sector. It aims to **build integrated entrepreneurial clusters, empowering regional stakeholders to enhance their tourism offerings and better serve visitors.**

The primary objective of the **CultourGastronomy project is to enhance the key competencies of local farmers and small-scale producers of traditional food and beverages in gastronomic tourism, entrepreneurship and digital marketing.**

The project also aims to **raise awareness among local communities and businesses about the importance and value of intangible gastronomic heritage, benefiting the entire community.**

EXECUTIVE SUMMARY

The specific objectives of the project include:

- **Improving competencies** of local farmers and family producers in providing high-quality services in gastronomic tourism, focusing on **entrepreneurship, digital marketing, and sustainable development**.

- **Expanding business potential** for these local producers by developing their gastronomic tourismofferings and providing training in innovative and sustainable business management practices.

- **Supporting the adoption of digital technologies** to train local producers in entrepreneurship, digital marketing, and social media for gastronomic tourism.

- **Developing sustainable partnerships** between local farmers, producers, and tourism service providers to establish sustainable networks that boost local development and attract more tourists.

- **Highlighting the importance of preserving and promoting** local gastronomic heritage for the benefit of local communities.

- **Raising awareness** of the link between local/regional gastronomic heritage and the development potential of the region.
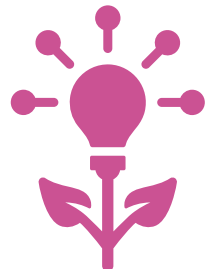
INTRODUCTION

This manual of trainers is designed to **support trainers in delivering effective training of the CultourGastronomy e-learning course**. It provides essential pedagogical principles developed by the members of the CultourGastronomy project, drawing on their expertise and experience to enhance your teaching process.

The recommendations and content of this manual aim to foster a dynamic and positive learning environment, ensuring a successful teaching experience. The core objective of this project is to place learners at the center of the teaching-learning process. The course is hosted on a digital platform, allowing participants to select preferred modules and learn at their own pace.

TARGET GROUPS AND TRAINING NEEDS

The target groups of CultourGastronomy are the following ones:

1. **Local entrepreneurs in the culinary industry:**
   - This includes restaurant owners, chefs, winery and distillery owners, managers of gastronomically focused tourist accommodation and other local entrepreneurs who are directly involved in the production, promotion and sale of traditional food and drink.

2. **Traditional food and beverage producers:**
   - Producers involved in the production of traditional food and beverages, such as farmers, fishermen, winemakers, brewers, cheese makers and others, will find valuable information on how to improve their practices and connect their products with gastronomic tourism.

3. **Local communities:**
   - Local communities, which may include residents of both rural and urban areas, are central to the preservation and promotion of traditional cuisine and cultural heritage. This guide will provide them with knowledge on how to take advantage of their resources and traditions to strengthen the local economy and cultural identity.

TARGET GROUPS AND TRAINING NEEDS

4. Tourism professionals and Local Development Agents:

- Those involved in promoting local tourism and community development, such as tourism agents, tour guides and government officials, can use this guide to understand how gastronomy can be a powerful tool for attracting visitors and stimulating local development.

5. Educators and trainers:

- Teachers, trainers and educators who wish to teach others about gastronomic tourism, the promotion of cultural heritage and sustainable practices can use this guide as a teaching resource.

6. Researchers and Experts in Gastronomy and Culture:

- Even if they are not the main audience, researchers and experts in the field of gastronomy and culture may find useful information in this guidebook for their own work and to share with others.

Through a survey, CultourGastronomy defined some training needs to address. The report of the survey is available **here**.

Description

The course consists of **10 modules**, each lasting **6 to 12 hours**, combining guided instructions and self-directed learning.

Each **module** includes:

- **Testimony of a producer or touristic provider,**
- **Theoretical contents,**
- **Best practices,**
- **Activities,**
- **Additional materials** for deeper exploration of the subject,
- **Quizz** to test the knowledge

Contents are available for download in PDF.

Contents

Module 1 – Farm to Fork strategy
This module explores the EU's strategies from which the Farm to Fork, designed to serve as a cornerstone for transforming food systems across Europe into fairer and more sustainable agricultural models. Some challenges of its implementation will also be discussed.

Module 2 – Understanding global vs. local tourism and key attraction points
This module examines the key differences and similarities between global and local tourism attractions, with a particular emphasis on how these elements shape the tourist experience in gastronomic and cultural tourism.

Module 3 – Gastronomic tourism as business opportunity
This module focuses on designing and developing memorable and immersive gastronomic journeys as business opportunities.

Module 4 – Psychological motivations & innovation
This module examines the psychological motivations behind gastronomic experiences and presents innovative strategies to improve tourism offerings. It offers creative ideas to design engaging offers that attract both new and returning customers.

Module 5 – Marketing
This module makes you discover the key role of Marketing in gastronomic tourism. Learn how to apply marketing principles, create effective strategies, and optimize your investments for success.

Contents

Module 6 – Business plan
This module introduces the crucial role of a business plan in achieving company goals. Learn its key components, how to create one, and how it contributes to a successful business strategy.

Module 7 – ICT applied to gastronomic tourism and digital marketing
This module covers how digital marketing strategies are key to promoting gastronomic and cultural tourism. Learn to use the right tools and techniques to boost online visibility and attract visitors passionate about local gastronomy and culture.

Module 8 – Quality standards and labelling
This module focuses on ensuring quality in gastronomic tourism, particularly in terms of hygiene, customer service, and understanding EU quality schemes and certification programs.

Module 9 – Short food supply chain & local food promotion
This module explores short distribution channels, their benefits and challenges, and how they support small producers, reduce environmental impact, and foster social connections while benefiting local tourism and the economy.

Module 10 – Gastronomic tourism and hospitality
This module explores the connection between gastronomy and hospitality in Europe, highlighting opportunities for local producers and family-run businesses. Learn to assess your readiness for gastronomic tourism and enhance hospitality in food tourism.

Objectives and outcomes

Modules	Lesson objectives	Learning outcomes
Module 1 **Farm to fork strategy**	Get learner to - Understand the main objectives of the Farm to Fork strategy - Identify the opportunities it offers to small-scale producers - Learn how to implement sustainable production and marketing practices according to the Farm to Fork policy principles	Learner will: -Be aware of the environmental and social issues associated with farming at the EU level and the ability to incorporate responsible practices - Be able to establish and maintain relationships with other local producers, markets, restaurants and support organisations to strengthen the local farming community
Module 2 **Analysis between global and local tourism attractors**	Get learner to - Analyse tourist preferences and value authenticity	Learner will be able to - Analyse and identify the distinct attraction factors between global (international) and local (regional or national) tourism - Differentiate market segments according to the expectations and preferences of target audiences - Recognise and respond to the different motivations of local and international tourists - Appreciate world heritage recognition
Module 3 **Gastronomic tourism as business opportunity**	Get learner to -Identify and develop unique gastronomic tourism products - Incorporate local culture and heritage into the culinary journey - Create innovative, sustainable, and customer-focused culinary tourism offers	Learner will be able to: - Design gastronomic tourism offers that combine local culinary traditions with modern tourism needs - Integrate local culture, history, and culinary traditions into the tourist experience to make it more authentic and appealing - Create memorable experiences that resonate with tourists needs
Module 4 **Psychological motivations and innovation in gastronomic tourism**	Get learner to - Analyse tourist motivations in gastronomic experiences - Apply innovative approaches in gastronomic tourism	Learner will be able to: - Develop strategies to influence tourist choices - Create more appealing and successful gastronomic offerings
Module 5 **Marketing**	Get learner to -Understanding the fundamentals of marketing	Learner will be able to: - Develop a critical integrated perspective that enables the optimization of investments (costs/efforts) in marketing - Analyse marketing strategies - Design and implement marketing tools
Module 6 **Business plan**	Get learner to -Understand the fundamental principles, tools and steps involved in drawing up a business plan	Learner will be able to: - Plan strategically (set clear objectives, design a detailed roadmap, considering resources and market constraints) - Analyse financial aspect - Organize and manage projects - Adapt and solve problems
Module 7 **ICT applied to gastronomic tourism and digital marketing**	Get learner to -Use digital marketing campaign to promote products and get visibility	Learner will be able to -Set the basis for a digital marketing campaign -Understand the advantages of using Google Ads and social media Ads

Objectives and outcomes

Module 8 Quality & labelling process	Get learner to -Understand how to provide & ensure quality of their gastronomic touristic offer as well as to get to know the various labels & certification programmes.	Learner will be able to: - Implement appropriate food safety practices - Understand better the various ways for ensuring the quality in gastronomic tourism - Identify, differentiate, and apply relevant quality, sustainability, and certification labels in gastronomic tourism - Incorporate sustainable practices into culinary tourism offers
Module 9 Short Food Supply Chain to promote local food	Get learner to - Get more familiar with the diversity of Short Food Supply Chains -Understand the sustainable value (economic, social and ecological) of the Short Food Supply Chains	Learner will be able to: - Analyse the benefits and constraints for producers of different models of SFSC - Develop a short supply chain adapted to one specific business or group of businesses - Link SFSC with tourism (local markets, restaurants, etc.)
Module 10 Hospitality and service provision to tourist	Get learner to -Familiarizing learners with essential components to elevate hospitality in gastronomy tourism.	Learner will be able to: - Identify existing tourism capacity linked with the production/cultural heritage - Develop sustainable activities on the farm/business/ offering a living experience - Improve attitude towards visitors (locals & foreigners)

GUIDEBOOK

In addition to the training course, there is the **gastronomy and cultural heritage guidebook** which is aimed to fulfil the following objectives:

1. Raising awareness of the importance of **gastronomic tourism** and its relationship with **cultural heritage**
2. Promoting of the **preservation** of gastronomic heritage
3. Fostering **collaboration** between sectors
4. Encouraging for **active participation**
5. Raising awareness of the **richness of local traditions**
6. Promoting **innovation and sustainable development**
7. Empowering readers to **promote their local gastronomy**

Contents

1. Introduction

2. Gastronomy as part of the intangible national & European heritage
Discover how gastronomy contributes to intangible heritage at both national and European levels.

3. Origins and history of gastronomy
Explore the origins and history of local and national gastronomy including: history of regional gastronomy, cultural influences on local cuisine, traditional ingredients and techniques.

4. Modern gastronomy
Analyze the evolution of gastronomy up to the present day, highlighting trends and changes in cuisine.

5.Protection of the "food legacy" by the EU
Explain protection measures implemented by the European Union to safeguard gastronomic heritage

6. Gastronomy and tourism
Analyze the relationship between local gastronomy and tourism, highlighting its importance in attracting visitors.

7. Gastronomy and local economy
Discover how gastronomy contributes to local economic development, including job creation and the growth of local businesses.

8. Mediterranean diet
Highlight the importance of the Mediterranean diet as a key element of the local cuisine and its influence on health and culture as conservation of local ingredients, sustainable farming methods and enhancement of biodiversity gastronomy.

9. Get to know the locals!
Discover unique recipes describing the typical culinary traditions of festivities in the project countries

10. Conclusions and recommendations

11. Bibliography
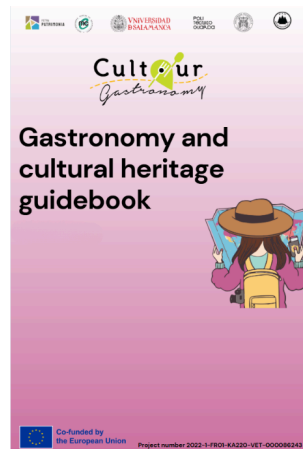
HOW TO ACCESS THE E-LEARNING PLATFORM?

The learning platform is accessible through the designated page on the project website:
https://cultourgastronomy.eu/cultourgastronomy-learning-platform/

CultourGastronomy learning platform

Once you click on the link, you get automatically redirected to the Home page of the learning platform.

In order to access the content of the learning platform, you should click on the green button "Enroll". Then the patform will take you to the log-in page where you will need to register (if you are a first time user) or to provide your credentials (if you have already registered).

HOW TO REGISTER

If it is your first time on the platform, you should register through the following screen:

All fields marked with asterix are mandatory.
They are as follows:

- e-mail address
- password - you should suggest a strong password to keep your account secure.
- First & Last name
- Country - it is a drop-down menu to select your country

N.B. **Very important -** the first and last name are the names that will pop up automatically on the certificate for participation. Thus, please, pay special attention to writing them correctly.

IF YOU ARE ALREADY REGISTERED?

If you have already reigstered in the platform, you need just to enter your own credentials in the log-in section:

About the password: In order the system to accept the password, the indicator below should be green indicating "a Strong passowrd".
In case the indicator is red or yellow, the system will not accept the password and will keep returning you to correct it. Only if the indicator is green, you will be registered & will be able to log in.

Very important: Please, have in mind that in case you forget your password, you will need to make a new registration with a new e-mail address. As the platform does not support "recovery of password" option.

HOW TO NAVIGATE THE PLATFORM

Once you register / log in, you will land on the home page. All menus of the plaform are located in the upper center-to-right corner.

What is the content of the menus:

- "Guidebooks and Repository" - here you can find "The Gastronomy & Cultural heritage Guidebook", "The Manual for trainers" and the Repository of the project.
- "Training course" - here you can find the 10 modules of the full CultoutGastronomy training course.
- "Dashboard" - here you can see those courses that you have registered for, the certificates that you have achieved as well as your acheivements and your memberships.
- "Contact US" - it is pre-defined place where you can send your comments, requests and suggestions to the project coordinator.

GUIDEBOOK AND REPOSITORY

The first section is dedicated to The Gastronomy & Cultural heritage Guidebook.

he Gastronomy &
ultural heritage Guidebook

The Guidebook aims to raise the awareness of both business & local communities on the importance of local foods production & preservation of the culinary identity of our regions.
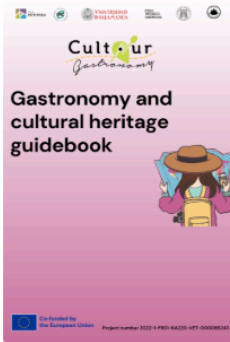
Introduction

2. Gastronomy as part of the intangible national & European heritage

3. Origins and history of gastronomy

4. Modern Gastronomy

5. Protection of the "food legacy" by the EU

6. Gastronomy & tourism

7. Gastronomy and the local economy

8. Mediterranean Diet

9. Get to know the locals !

10. Conclusions

Download full version Gastronomy and cultural heritage guidebook

On the left side are presented the separate chapters of the Guidebook. Once you click on a button with a chapter, a new window is opened where the respective chapter is displayed. This file is a .pdf and is available for online reading and for download.

There is also the possibility to open the entire Guidebook in a .pdf format. You can do that through the green button below "Download the full version of the Gastronomy & Cultural heritage Guidebook". Then, the full document is open in a separate window, available for download as well.
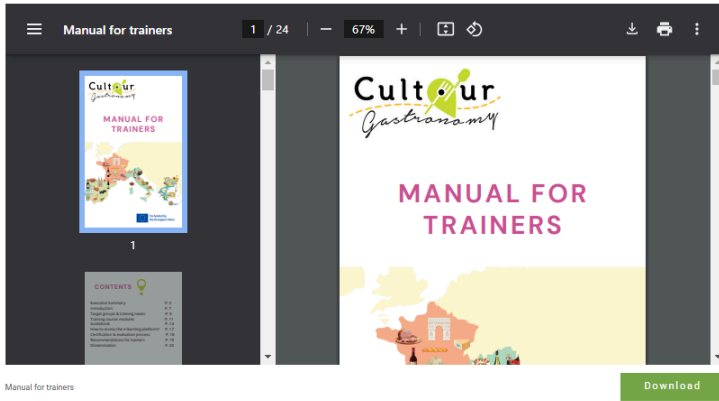
GUIDEBOOK AND REPOSITORY

The second section is dedicated to The Manual for trainers.

The Manual for trainers

The Manual includes with methodological instructions on how to conduct the CultourGastronomy training course.

The Manual is directly displayed on the screen. It is available for online reading as well as for download in .pdf format through the download button on the top right corner of the document. Next to the download button, is also the print button that will enable you to print the entire document.
The document can also be downloaded through the green button "Download" below.

GUIDEBOOKS AND REPOSITORY

How to change the language of the Guidebook and the Manual?

Both documents are available in all languages of the partnership:

- French
- Spanish
- Italian
- Greek
- Bulgarian
- English

The English language is the default language of the platform and of all menus. Thus, if you want to read the Guidebook and / or the Manual in a different language, you need to select the desired language from the top menu on the page:

The Gastronomy & Cultural heritage Guidebook

The Guidebook aims to raise the awareness of both business & local communities on the importance of local foods production & preservation of the culinary identity of our regions.

GUIDEBOOK AND REPOSITORY

The third section is dedicated to The Repository.

Repository

The Repository consist of various materials on the topic of gastronomy, gastronomy tourist and heritage. The materials are provided as .pdf files and are intended for self-learning. They are additional to all training content and developed materials under the project. So, check them out and go deeper in those topics that are of interest for you.

Circular tourism

Entrepreneurship

Short food supply chain

Gastronomy

Heritage-Story telling

Marketing

Sustainable food

Tourism

As it can be seen from the screenshot, the Repository consists of 8 divisions.

Once you click on a certain devision, a new window with all the materials for this section is open. There you can find additional resources for the selected topic - links to documents, article, youtube videos, etc.

In the end of the name of each available resource in brackets is the language of the resource.

Cultour Gastronomy

HOME   GUIDEBOOKS AND REPOSITORY   TRAINING COURSE   DASHBOARD   CONTACT

Circular tourism

Boosting Sustainable Tourism Development and Capacity of Tourism SMEs through Transnational Cooperation and Knowledge Transfer (English)

Circular economy in tourism – Tools and resources (English)

L'intégration des principes de l'économie circulaire dans le tourisme (French)

Des innovations pour un tourisme plus circulaire (French)

#RTB21 : En Bretagne, les acteurs du tourisme s'unissent autour de l'économie circulaire (French)

Economie circulaire : définition & exemples | Ecologie Environnement (French)

GUIDEBOOK AND REPOSITORY

The Repository is a common online space where various resources related to certain topics of culinary & gastronomy tourism are gathered.

Thus, the partners want to encourage all users of the platform to feel free to upload materials in the Repository.

However, due to security reasons, the upload must be controlled by the project coordinator.

Thus, if any platform user is interested and willing to upload some material on the platform, he/she needs to write to the project team through the contact form in the Contact menu and explain what he/she wants to upload. The user will be given elevated rights on the platform in order to be able to upload the materials in the respective section of the Repository.

TRAINING COURSE

Here you can find the ten modules of the Cultour Gastronomy training course:

Training Course

Module 1: The EU's Farm to Fork strategy
Number of lessons: 15

Module 2: Understanding Global vs. Local Tourism and Key Attraction Points
Number of lessons: 19

Module 3: Gastronomic tourism as business opportunity
Number of lessons: 16

Module 4: Good models for innovation in designing touristic offer in gastronomy
Number of lessons: 15

Module 5: Marketing
Number of lessons: 16

Module 6: Business Plan
Number of lessons: 13

Module 7: ICT Applied to Gastronomic Tourism and Digital Marketing
Number of lessons: 16

Module 8: Quality standards & labelling
Number of lessons: 20

Module 9: Short Food Supply Chain & Local Food Promotion
Number of lessons: 16

Module 10: Gastronomy Tourism & Hospitality
Number of lessons: 16

TRAINING COURSE

Each of the ten modules has the following structure:
- short text to provide the highlight of the module in the beginning
- duration of the lesson
- Introduction
- Training content
  - all modules are accessible separately
- Additonal resources
  - the full pdf file with the entire module
  - short presentation of the module for trainers
- Activity
- Case study
- Bibliography
- Quiz

Each module has also one video interview with a national stakeholder who shares his/her/their view and experience on the topic of the module.

All the materials in the module are available to be studied online on the platform as well as for download as .pdf files to offline use.

TRAINING COURSE

How to select the language of the course?

The course just like the Guidebook & the Manual is availabe in English and in all partners' languages.

You can select the language of the modules through the menu in the top part of the site.

Cultour Gastronomy

HOME   GUIDEBOOKS AND REPOSITORY   TRAINING COURSE   DASHBOARD   CONTACT

Training Course

Choose a language for your training course:
- English
- Български
- ελληνικά
- Français
- Italiano

Click on the language to have only the modules on that language displayed

Note:
By default the platform displays all modules in all available languages. Thus, to narrow the modules only to the modules on your language, you need to select a language version as indicated above..

TRAINING COURSE

If you are interested in a certain module, you can one and see the structure of the module.
However, in order to be able to see the content itself, you should click on the "Enroll" button below the video.

HOW TO NAVIGATE THE MODULE

Once you open a certain section from the module, you can always go back to the module structure through the "Back" link located under the Module's name

Short Food Supply Chain & Local Food Promotion

Leave a Comment / By TP / September 13, 2024

Back to: Module 9: Short Food Supply Chain & Local Food Promotion   0

Numerous modern challenges highlight the need to revitalize local food markets. Just to mention some of them:

- Climate change issues encourage the reduction of long-distance transportation of food and of packaging waste resulting from it;
- The loss of biodiversity requests preservation of endemic species;
- The Covid19 pandemic, and its transport restrictions, has demonstrated the benefits of local markets;
- More and more consumers are looking for healthy food and transparency or are fighting against the industrial food system and mass-distribution…

Once you finish with a certain section of the module, you should mark it complete through the button below the content. Have in mind that once you mark the section as complete, it will be displayed as stikenthrough on the main module page.

Project number 2022-1-FR01-KA220-VET-000086243

✓ **Mark Complete**

Previous Lesson	Next Lesson
Introduction	**1. What is a short sale chain?**

Training materials	
⊘ Short Food Supply Chain & Local Food Promotion	1 of 8
0	
⊘ 1. What is a short sale chain?	2 of 8
0	

Through the buttons "Previous lesson" and "Next lesson" you can go to the respective lesson.

HOW TO NAVIGATE THE MODULE

On the bottom of each section, there is a specific field called "Leave a reply".

Leave a Reply

Logged in as haradinova. Edit your profile. Log out? Required fields are marked *

Comment *

Post Comment

Here the learner has the possibility to leave a review, comment or share ideas on one topic of the specific section or ask the trainer about something related to the material presented in this section.
The comment will be check by the system automatically and will be published below the field.
The trainer is also able to post his/her comment below the question in the same way.

HOW TO NAVIGATE THE MODULE

The last section of each module is the Quiz. When you click on the section, you are taken to a new page where you need to click on the button "Take Quiz" to start the test.

Module 9 Quiz
Leave a Comment / By TP / September 27, 2024

Back to: Module 9: Short Food Supply Chain & Local Food Promotion   0

Take Quiz

Previous Lesson	Back to Course
Bibliography	Module 9: Short Food Supply Chain & Local Food Promotion

The next page informs you that you have multiple tries; that you need 80% to pass the test and that the quiz has 10 questions.
Hit the "Start quiz" button to load the first question.

Quiz M9

By TP / September 27, 2024

Return to Lesson

Quiz Information

Minimum Passing Grade: 80%

Remaining Attempts: Unlimited

Questions: 10

Module 9

Start Quiz »

HOW TO NAVIGATE THE MODULE

The questions are with 1 correct answer.
In case of multiple answers, it is indicated in brackets in the question.

How do SFSC contribute to tourism? (several answers)

A	Direct interaction benefits both producers and tourism stakeholders.
B	Local restaurants offer authentic culinary experiences.
✓	SFSC guarantees fixed prices for tourists.
D	SFSC enables visitors to order products online.

← Previous Question   Next Question →

Once you give the answer to all 10 questions, the platform calculates the score. In case it is 80% and over, you pass and you can find your certificate for that module in the section "My certificates" in Dashboard.
The system marks the correct answers in green and the wrong in red.
If you click on the wrong answer, a fall down menu is displayed where you can see your own answer, the correct answer and a short explanation.

One of the characteristics of a Short Food Supply Chain (SFSC) is geographical proximity, meaning limited transportation between producers and consumers.   1 / 1 points ✓

Which of the following is NOT a consideration in the development of a sustainable SFSC?   0 / 1 points ✗

Selected answer:

Overcoming additional costs

Correct answer:

Reducing transparency in the food chain

Clarification:

Feedback: ensuring transparency in the food chain is essential for the development of a sustainable SFSC

DASHBOARD

The Dashboard menu provides information on:
- the courses that you have enrolled into;
- your achievements;
- your issued certificates;
- your memberships.

CONTACTS

The Contact menu provides the contact details of the project coordinator as well as a form to write your comments, suggestions and recommendations and send them to the project partnership.
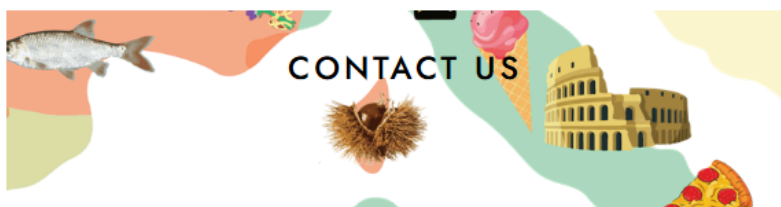
CERTIFICATION AND EVALUATION PROCESS

The certificate for completion is provided on a module basis. It means that once you finish a module and mark all activities and tasks as complete and score the necessary number of points on the exit-quiz, you will be able to generate your certificate for the respective module.

At the end of each module, learners are required to complete and submit a multiple-choice test.

Those who achieve a minimum score of 80 out of 100 will receive a certificate indicating successful completion of the module.

The platform will automatically generate the certificates. The certificate will be available for print & download in section Dashboard / My certificates.
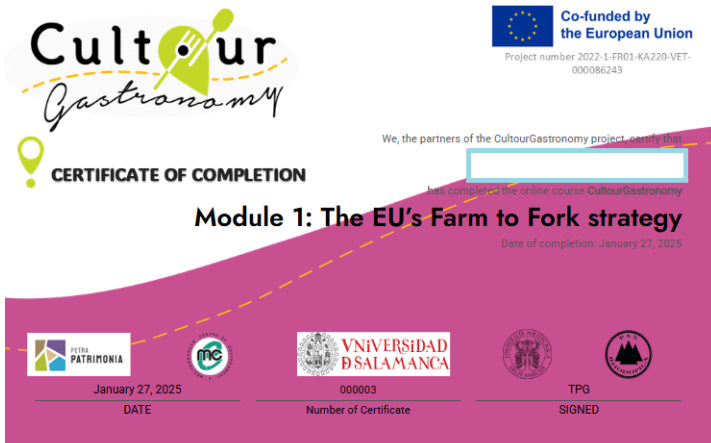
RECOMMANDATIONS FOR TRAINERS

Key skills to focus on as trainers include:

- Building **trust** by offering **consistency, commitment** to make a **qualitative** training and **open-mindness** to integrate new elements meeting the learners expectations.
- **Active listening.**
- Questioning - knowing how to phrase questions in order to get qualitative answers.

To **engage** your participants into your training development, you should use **active learning methods**.

First, **set simple participation rules together** at the beginning to foster a respectful and dynamic climate.

Begin each session with an **icebreaker** activity related to tourism or gastronomy to establish a friendly atmosphere.

- What's your favorite dish and why?
- Which dish represents you the best and why?
- Prepare a list of images or descriptions of iconic dishes (paella, sushi, poutine, etc.) and ask everyone to guess the origin.
- Give a word related to gastronomic tourism (e.g. "market", "cheese", "spices"), and ask each participant to say spontaneously what it evokes in them.

RECOMMANDATIONS FOR TRAINERS

Content develoment: be as spontaneous as possible, add local examples or known by your learners for them to picture what is at steak.

- **Alternate theory and practice**: Avoid lengthy lectures. Combine short explanations (10-15 minutes) with practical activites, best practises
- Integrate **anecdotes and stories** related to local gastronomy to captivate the audience. Ex: Did you know this cheese has been made using an 18th-century recipe?
- Use short videos, photos or maps to **change the media format** and make your session more dynamic
- Ask **direct questions** to specific participants to integrate them into the discussion.
- **Divide participants by group** to develop the activities
- **Use role-play** as an immersive activity (simulation of scenario)
- Bring learners to **field visits**: approach local producers and tourism providers to network and share good practises.
- At the end of your training, you can ask for **feedback** from learners to evaluate your own training through questionnaires. To do so, you can use the tool GoogleForm

RECOMMENDATIONS FOR TRAINERS

Activities implementation examples:

FARM TO FORK STRATEGY MODULE ACTIVITY
AM I SUSTAINABLE?
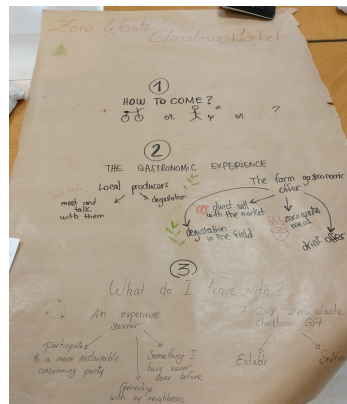HOW CAN I IMPROVE – GROUP WORK

BUSINESS OPPORTUNITY MODULE ACTIVITY
BUSINESS PRESENTATION

STORYTELLING MODULE ACTIVITY
BUILD YOUR STORYTELLING
ON ONE OF YOUR PRODUCT

SHORT CIRCUITS MODULE ACTIVITY
BUILD YOUR SHORT CIRCUIT

RECOMMANDATIONS FOR TRAINERS

Activities implementation examples:

FIELD VISIT
VISIT OF A DAIRY AND DEGUSTATION

### FIELD VISIT
VISIT OF A HAM FACTORY

DISSEMINATION

Communicate on your training activities

A transnational network of adult educators specialized in Gastronomy tourism!

The CultourGastronomy project built an international network of trainers and practitioners and created partnerships that stimulate the exchange of good practices, encourage creativity, and foster experimentation. This network will remain active only if we all communicate about our actions.
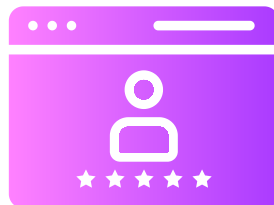
DISSEMINATION
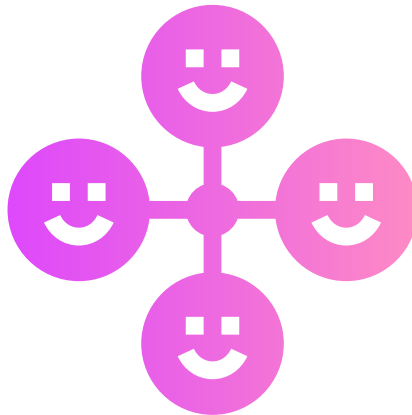
Toward continuous improvement:

Adult educators and other professionals involved in adult training on sustainable tourism can benefit from the experiences of others. Sustainable development requires new skills and competencies that are transversal, such as holistic thinking, critical thinking, and a multidisciplinary approach. These are skills that are not always easy to impart. By exchanging practices, the community of trainers will enrich training methods and make them more effective.

- It can demonstrate the platform's possibilities: each teacher/trainer can adapt the use of the proposed material to their target groups. Describing your experience can help other trainers make the best use of the learning platform available to them!
- Sharing photos, videos, and a short description of the experiences is more efficient than a million words for other trainers.
- This testimony will also contribute to convincing institutional representatives and decision-makers to support skills and competencies development.

DISSEMINATION

Tools to better communicate & disseminate
Dissemination through **online media** allows reaching a wider audience, in your own country and beyond. This is a way to involve more and more stakeholders in sustainable gastronomy tourism and in the development of the sustainable destinations that we are all expecting!

Communication between trainers/gastronomy experts:
There is a forum on the platform that you can use to share your experiences.

You can also launch some discussions on your LinkedIn account or make a group to discuss your own experiences and exchange with other trainers to discover other experiences, improve your knowledge of cultural gastronomy tourism and on training in this field. It also offers you an opportunity to promote your initiatives in training or inform on gastronomy tourism and food heritage in your region.

DISSEMINATION

Dissemination of good educational practices

The partners of CultourGastronomy project are at your disposal to disseminate your good practices through the project social media!

Visit our media and <u>find the CultourGastronomy contact in your country</u> to facilitate interaction and dissemination of your experiences.

- <u>CultourGastronomy Facebook page</u>
- <u>CultourGastronomy Instagram account</u>
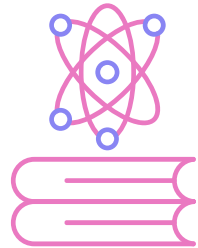
EPALE platform

EPALE is a European platform, funded by the Erasmus+ programme of the EU. It is multilingual, open membership community of adult learning professionals, including adult educators and trainers, guidance and support staff, researchers and academics, and policymakers.

You can connect with your peers all over Europe and learn from them but also promote your learning opportunities for all adults, by registering on the platform.

Learn more here: <u>Get Involved | EPALE (europa.eu)</u>

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